

Write your name here

Surname

Other names

**Edexcel**  
**Principal Learning**

Centre Number

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Candidate Number

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# Retail Business

Level 3

Unit 5: Marketing in Retail Business

Friday 14 June 2013 – Morning

Time: 1 hour 30 minutes

Paper Reference

**RB305/01**

**You must have:**

Insert (enclosed)

Total Marks

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## Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided – *there may be more space than you need.*

## Information

- The total mark for this paper is 60.
- The marks for **each** question are shown in brackets – *use this as a guide as to how much time to spend on each question.*

## Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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**PEARSON**

**Answer ALL questions.**

Jade McCardle is conducting some extensive market research and has come across the following information:

“Mintel’s forecast of car sales continues to make disappointing reading for the car industry. New car sales are forecast to decline year on year to 2016, although used car sales show better potential (forecast to rise 9% in the same period). Neither sector, however, will see a return to pre-recession levels for several years.”

(Source: Car Retailing UK: August 2011)

- 1 (a) Explain **one** way *McCardle Cars Ltd* can use market research to keep ahead of its competitors.

(4)

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(b) Explain how trade periodicals can be a trusted external source of secondary research.

(4)

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(c) Advise Jade on how the market research reported above could impact on *McCardle Cars Ltd's* overall marketing strategy.

(6)

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**(Total for Question 1 = 14 marks)**



Jade is reviewing the marketing activities of *McCardle Cars Ltd*.

2 (a) Outline **one** factor that can affect pricing strategies in the retail car market.

(2)

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(b) Outline how *McCardle Cars Ltd* uses **one** type of new technology to promote their business.

(2)

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One objective of the vision statement is to develop a culture of customer delight measured through feedback from customers, suppliers and community initiatives.

(c) Analyse how Jade could **plan** and **coordinate** the marketing mix to meet this objective.

(6)

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(Total for Question 2 = 10 marks)



3 (a) Explain why an excellent after-sales service is important for *McCardle Cars Ltd*.

(4)

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(b) Outline what is meant by the term **competitive advantage**.

(2)

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(c) Analyse how differentiation gives *McCardle Cars Ltd* a competitive advantage.

(6)

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(d) Assess how a PESTLE analysis would help Jade in developing marketing strategies.

(6)

**(Total for Question 3 = 18 marks)**



Ryan McCardle believes that he and his sales team have an excellent track record in selling cars and that this is their best promotional tool.

4 (a) Discuss whether personal selling is an appropriate promotional method for *McCardle Cars Ltd.*

(6)

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Jade intends to extend *McCardle Cars Ltd's* marketing mix. Her first priority is to meet the staff objective from the vision statement which is:

'Ensure enhanced staff satisfaction through investment in their well-being, professional development and recognising their value to the company'

(b) Evaluate the contribution of 'People' in the extended marketing mix for *McCardle Cars Ltd.*

(12)

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(Total for Question 4 = 18 marks)

**TOTAL FOR PAPER = 60 MARKS**



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